

## OPTIMISTS NEEDED IN AUTO BUSINESS

Large Profits in Past Have  
Caused Extravagance,  
Says H. O. Smith.

## DOWN WITH PESSIMISM IS HIS SLOGAN NOW

Developmental Stage Is Left Behind,  
and Clear Prospect  
Is Now in View.

BY H. O. SMITH (PREMIER).

Never was there a time when the automobile business promised a more healthy future than now. In the past there existed what seemingly had been a large margin of gross profit, but as is almost invariably the case when the apparent margin is abnormally large, it breeds extravagance and induces many to rush into business unprepared and without giving it the necessary thought and consideration. It is fortunate that there was a comparatively large margin between cost and selling price.

With this industry the development period through which the automobile has been passing was costly, a great deal of ground being covered in a few years, the result of which, however, is amply borne out in the commercially perfect cars of today, developed from the few crude and vague ideas which were the inspirations looking to the perfection of the most modern, practical and wonderful transportation medium of all time.

The automobile of to-day would not have been a possibility and the automobile business could not be where it is today if this industry had fallen into the hands of pessimists; it required optimists, those who could see visions of the future. It has attracted the most alert and skilled engineers of the world, as is amply verified by the great accomplishment in development over a brief ten years.

A review of what has been done, the various ideas which have been taken up and exploited, will reveal the fact that less than 5 per cent of the ideas introduced into the several makes of cars at various times have survived in any form, and, on the other hand, it is startling to note how many of the features which characterize the most up-to-date cars of to-day made their appearance in the early stages of the development of this industry.

This reflects due credit upon those engineers who through foresight and genius and a wonderful conception of conditions to be met at that early time, with so little experience carved out and presented the ideas which have proved the basis of construction of the latest and most up-to-date automobile. This cannot be attributed to intuition or luck, especially where practical engineers had foreseen and carefully worked out these ideas—more than one idea which stands out today as a standard in the latest and most modern car.

A healthy future can safely be predicted for the automobile business, as it has fairly found its place among the large and important industries of the period. The experimental or development stage, with its extraordinary expenses has been passed, and for the future we can only predict such changes in the fundamentals of motor car design as tend toward further refinements and economies. The business may be said to be safer because of the fact that its gross margins have been reduced to normal, and it no longer attracts the "get rich quick."

The public was never offered such values as are prevalent to-day, and it would be almost impossible for a new product to make a start, since, with the splendid and economical manufacturing organizations which have developed and marketed the lower priced cars of wonderful value, the newcomer would not stand a chance with those already organized and established in this field, while with the better and somewhat more costly cars the standard of perfection already attained is so high that an unproved product has little chance.

## REWARD FOR AUTO DRIVERS

Honest Chauffeurs to Receive a  
Monthly Premium.

Several reforms of a constructive nature have been put in force by C. T. Silver, distributor of the Peerless. One of the principal of these has to do with the chauffeur problem. Silver has hit on a plan which he believes will do more than anything else to develop drivers to the highest possible efficiency.

As he rightly points out, in order that the owner should obtain maximum service from his car, there should be the fullest co-operation between owner, dealer and driver. Obviously a driver's duties do not cease with driving. It is his duty to keep the car always ready by everlastingly attention to the moving parts.

He should keep the cylinders free from carbon, see that it is properly oiled, and that all nuts, bolts and screws are tight. He should ask advice of the dealer when in doubt about anything, and follow that advice. And, outside of the purely mechanical end, he should be able to get the maximum efficiency for the least expenditure in gasoline, tires and supplies.

To encourage painstaking on the driver's part and with the owner's consent, the C. T. Silver Motor Company will present to the driver of each Peerless pleasure car purchased through them, at retail, for a month for a period of twelve months, for each month that the car is not laid up for repairs or adjustments, except when, in his opinion, it is not the fault of the driver.

If, however, repairs or adjustments are made necessary by the driver's neglect of his duties they reserve the right to discontinue the monthly reward, and summarily notify the owner of the driver's incompetence. This plan practically puts a premium on efficiency and will automatically eliminate the slipshod and careless chauffeur from the field.

## FRISCO ISSUE MARKETED

St. Louis Banks Take \$500,000  
Receivers' Certificates.

St. Louis, Jan. 6.—A syndicate of five St. Louis banks, it was learned to-day, will take \$500,000 of an issue of \$1,500,000 receivers' certificates of the St. Louis & San Francisco Railroad. The certificates have been placed on the market by Thomas West, chairman of the board of directors of the St. Louis Union Trust Company.

One million dollars' worth of certificates have been sold in New York. James W. Lusk, chairman of the receivers, said to-day that an effort was being made to bring the receivership to an end in May.

## Vanderbilt Cup and Grand Prize Auto Races in March

Banner Contests of the Year  
Set Back a Month Because of Weather  
Conditions.

For the first time in the history of American automobile racing the Grand Prize and Vanderbilt Cup races will be held this year west of the Mississippi. The two major motor-car contests were awarded to Los Angeles yesterday by the Motor-Cups Holding Association.

It cropped out at the show that the races would be held on March 21 and 22, instead of on February 21 and 22, as originally planned.

The Automobile Club of America has sanctioned the Grand Prize race for Los Angeles and Mr. Shetler said he had been assured that the American Automobile Association would shortly sanction the Vanderbilt Cup contest.

Savannah, Milwaukee and the Long Island Motor Parkway officials did not bid for the races this year. It is understood that the Western Automobile Association was the only organization which sought actively for the privilege of running the contests.

One of the objections of the Case company and others to entering the race was the lack of time to get its cars ready for the big races, and the management on the Coast found the same complaint coming from several others interested in racing.

Another cause for postponing the races was the weather in Southern California during the latter part of February. The rainy season is then at its worst, while during the latter part of March conditions are settled, and bright, sunny weather usually prevails.

The announcement came as a surprise to the racing enthusiasts, as those who had planned on going to the Coast were not notified. Ralph Mulford shipped his Peugeot car to California only a couple of days ago, to be there in time for early practice. Had he known of the postponement he could have given more time to the work on the new track car which he is building.

Several of the Indianapolis entrants will now take advantage of the Coast events and ship to Santa Monica, to try out their new racing creations being built for the Indianapolis race.

## Wooden Wheels Will Find No Place on the Overland

Wire Spokes Tend to Catch  
and Hold Dirt, to the  
Despair of the  
Owner.

"No owner likes to see his machine dirty, and that is one of the principal reasons why the 1914 Overlands are equipped with wooden wheels, though wire wheels have come into favor to some extent of late," said President John N. Willys, of the Willys-Overland Company, of Toledo, in a recent discussion of motor car development. "We experimented with

wire wheels before our new model was announced, but after a thorough test decided that they were not practical for our car, mainly because they pick up and hold more dirt than the wooden wheels and are much harder to clean.

"A large majority of the 5000 Overlands we are building this year are contracted for by owners who do not employ a chauffeur, and it was for their convenience that we decided against wire wheels. No man who cares for his own car likes to spend several hours cleaning it after a run over muddy roads. Because of the numerous out-of-the-way surfaces exposed, wire wheels require this extra care. Without thorough cleaning and

drying after every run, in damp weather, wire wheels soon rust out.

"We have improved the new Overland wooden wheels, just as we have every other essential part of the car. Only the very best quality of second-growth hickory is used. The design is such that there is much more strength and ruggedness than will ever be needed. Every piece of wood is subjected to a special oil treatment, which positively precludes possibility of decay. The oil treatment also eliminates shrinkage or swelling of the wood, and a further precaution we take against looseness and rattling is the use of a bolt through every spoke where it joins the metal hub."

## JUST WHAT WE NEED.

From The Elmira Advertiser.  
Mayor Mitchel is the youngest official New York has ever had, and by the same token he also promises to be the most vigorous.

# 10000 Car Loads



## For One Dealer

WE have one dealer who takes 1000 carloads of Overlands every twelve months.

That's 5000 cars.

This dealer wired us a few months ago and wanted 7000 cars. But we could not supply them.

Other dealers take 2500, 2000 and 1500 Overlands apiece.

Even the 1500 car dealer takes more cars than the largest single factory in Germany turns out.

There are over 200 American automobile manufacturers, who do not make in a year as

many cars as our one single 5000 car Overland dealer takes in the same period.

If you think this over for a moment these figures will mean something to you.

It certainly is reasonable to assume that we must be giving more car for less money than any other manufacturer in the business.

If we were not we could hardly be doing the largest business.

That's sound logic.

If you will just take the time to make a few specification comparisons you will find the cost of the Overland is 30% less than that of any other similar car made.

See the full line at the Show

The Willys-Overland Company, Toledo, Ohio

Manufacturers of the famous Overland Delivery Wagons, Garford and Willys-Utility Trucks, which are on exhibition at the R. & L. Company, Broadway at 62nd St., New York City.

C. T. Silver Motor Company,

1760 Broadway, at 57th St., N. Y. City.

1295 Bedford Avenue, Brooklyn, N. Y.

588 Broad St., Newark, N. J.

**\$950**

Completely Equipped  
J. O. B. Toledo

Electric head, side  
tail and dash lights  
Storage battery

35 horsepower motor  
33 x 4 Q. D. tires  
114-inch wheelbase

Stewart speedometer  
Mohair top, curtains  
and boot

Clear-vision  
windshield  
Electric horn

**\$1075**

With electric starter and generator  
J. O. B. Toledo